

Evaluation FY 2013

INN School Grant Nutrition Education Program

Thank you!

Contractors' support in survey administration makes our evaluation possible.

A big "thank you" to each of you who has helped us with surveys over the years!

USDA Demonstration Project: Models of SNAP Education and Evaluation (2012)

Hypothesis: Nutrition education delivered through a multi-channel approach will have greater impact on parents/caregivers of school children than one limited to school-based channels.

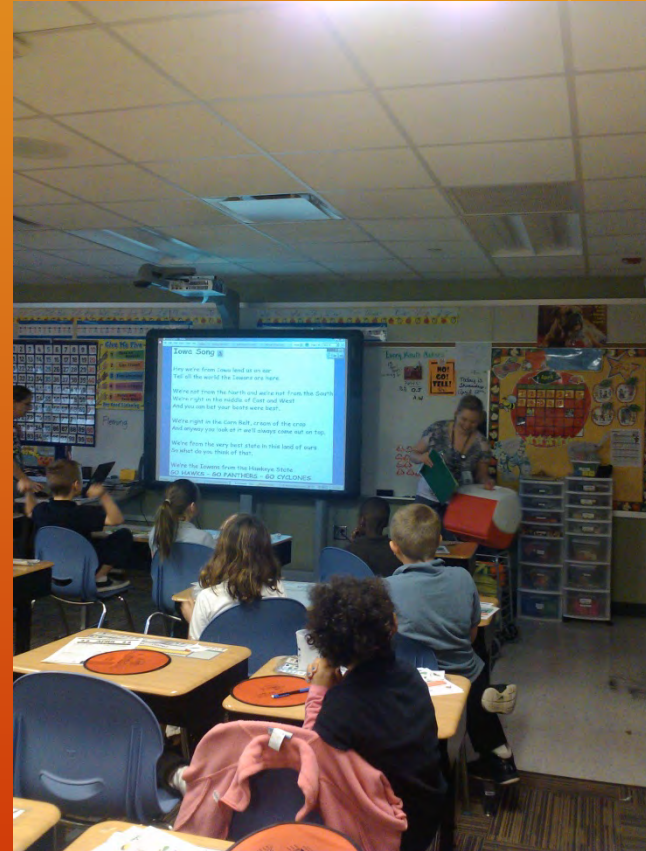
Three-arm design: 11 schools in each arm
97 third-grade classrooms

Thank you!

Judy and Lisa (Council Bluffs)
Sarah (Waterloo)

Lyn (Des Moines)

Micki (Davenport)



Consistent lesson content and tastings



School Plus Social Marketing

- Billboards and bus stops
- Point of purchase at grocery stores (signage plus monthly food tastings)
- Radio spots
- Television spots
- Family Nights Out
- Signage at DHS, WIC offices and other community locations (doctors' offices, YMCA, food pantries, churches, etc.)

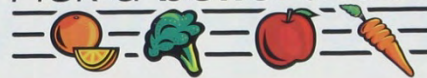
 CLEAR CHANNEL



Slice. Eat.

(How easy is that?)

Pick a **better** snack



Funded by USDA's SNAP, an equal opportunity provider and employer, in collaboration with the Iowa Department of Public Health. Iowa Food Assistance can help you buy healthy food. Visit www.yesfood.iowa.gov for more information.

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Pick a better snack™



Act

Wash. Bite.

Dip. Eat.

Slice. Eat.

How easy
is that?

Pick a better snack™



Act

For Supplemental Nutrition Assistance Program (Food Assistance) to help healthy food, visit www.ombudsman.gov, USDA print Equalizer and more.

New milk campaign for moms



Their bodies change. So should their milk.

 **CLEARCHANNEL**



**THEIR BODIES
CHANGE.
SO SHOULD
THEIR MILK.**



**Fat-free or 1% milk for
everybody two and over.**

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**KIDS' BODIES CHANGE.
SO SHOULD THEIR MILK.**

**Fat-free or 1% milk for
every body two and over.**



1. Provided by National Dairy Promotion Board. 2. Fat-free or 1% milk for every body two and over. © 2011 National Dairy Promotion Board. All rights reserved.



Pick a better snack™ & Act







WE PLEDGE TO...

Pick a better snack™ & Act

MAKE 1/2 YOUR PLATE FRUITS
AND VEGGIES AT EVERY MEAL.

DRINK FAT-FREE OR 1% MILK.

GET AT LEAST 30 MINUTES OF
ACTIVE PLAY TIME EVERY DAY.



You can still make
a pledge!

Evaluation

Impact

- Youth survey (IDPH)
- Parent survey (RTI)

Process

- Nutrition education activities reported on-line

Altarum:

- Teacher and principal interviews
- Teacher surveys
- Parent focus groups

Evaluation of social marketing channels

- Parent survey
- Intercepts at DHS office
- Intercepts at grocery stores
(4 of 6 stores; $n=200$)
- "Reach data" for marketing channels
- Sales data from grocery stores

What is ahead for 2013?

- Two progress reports (on-line)
- EARS – data collected by USDA at the end of the year (who, where, how often)
- Success story

Welcome, Dr. Katie Tharp

- University of Iowa College of Public Health
- Clinical assistant professor
- Department of Epidemiology
- Registered dietitian
- Hails from Oklahoma
- Experienced with SNAP-Ed
- Ran track in college (sprinter)

Note: You may see emails from Kim Merchant

Second Semester Evaluation

In select classrooms:

- On-line reporting of classroom activities
- Teacher lessons
- Bingo card - track # returned
- Environmental Scan
- New-teacher/new-educator survey
- Discussions with parents (social marketing)
- No third-grade survey – item testing only